ad# 107

Promotion

BENSON & HEDGES BREAKTHROUGH

2 PACKS FREE & CLEAR

BENSON & HEDGES DE-NIC®

3 mg "tar" 0.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

DE-NICOTINED TOBACCO. THE SMOOTH TASTE OF A LIGHT.

WE'D LIKE TO SEND YOU A COUPON FOR TWO FREE PACKS OF BENSON & HEDGES DE-NIC® THE ONLY CIGARETTE WITH LESS THAN 0.1 MG OF NICOTINE MADE FROM DE-NICOTINED TOBACCO.

OUR UNIQUE PROCESS WORKS MUCH THE WAY THAT CAFFEINE IS NATURALLY REMOVED FROM COFFEE BEANS.

FOR A SMOKEABLE CIGARETTE WITH THE SMOOTH TASTE OF A LIGHT.

REGULAR AND MENTHOL. KINGS AND 100'S.

SIMPLY FILL IN THE ATTACHED CARD AND DROP IT IN THE MAIL.

OFFER FOR 2 FREE PACKS OF BENSON & HEDGES DE-NIC®

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